Admits That Woman's Tendency Is Not to Neglect Midsummer Bargains. When the Mercury Soars, Prices Are Not Infrequently Attractive &

much money by staying in "Why?" I asked. And at the same

time I noticed that she wore a remarkably pretty gown. "Isn't it a dear!" she cooed. "It was marked down from \$36 to only \$24."

Then I underwas marked down from \$35 to \$18?" I suggested. "How did you guess it?" she

"Oh, just intuition. No wonthat you hird new costume I have

seen you wearing fortnight. Come, own up. How many sales have you attended?

"My dear, I just couldn't help it. You never saw such cheap things in your life-silk gowns marked down to \$10, hats, parasols, imported dresses, for almost nothing. And you know there is nothing to do during the day time but shop. All your friends are out of town. and it's simply dismal. Let me tell you how I spend my time. In the morning I roll over and press a bell. That means coffee and rolls and a little fruit; I don't believe in heavy breakfasts during hot weather. Then I jump into my bath of sea salt water and afterward have a nice cold spray. By that time I am ready to put on a white walking skirt and a thin white waist and, attired thus coolly and seductively to the eye, I wander forth for my little constitutional.

Those Potent Windows.

"Now, it is perfectly stupid walking along deserted streets where you can't gone to Narragansett Pier. At least I myself am away up north writing look in at any windows, so what more that would have kept you away from this to you. I am on the borders of natural than that I should wander the shops."

N the whole, one doesn't save I down Fifth avenue-the commercia end, of course-and finally arrive in Twenty-third street. Ah, my dear, that remarked my friend, who is my happy hunting ground. You never saw anything like it! One day window will be filled with the loveliest burnt orange and white hats marked so ridiculously low that one simply has to go in and try one on to see whether the color is as becoming on as off. Well, of course, it is, and you have it sent home, because you can always use one more hat, especially with white gowns. Then in the next window are woolen gowns, the very thing you will need a month or so from now, and, really, my dear, silk linings and all, they are positively half price. Then the shoes, the underwear, the silk and pongee coats-they positively make one

"And I suppose you stop buying in time to go to dinner?" "Yes, or afternoon tea. And I am so find staying in tired and feel as if I had had such a lown expensive.
That is the erward dress for dinner. Very often I go out to dinner. There are always plenty of men in summer time, thank heaven! And after supper or dinner, during a or whatever it is, we often go out auto-

mobiling. We just slip long linen or

pongee coats over our fineries and tie

away we send at the rate of I don't



know how many miles an hour. Anyway, it makes a breeze even on the have a mighty hard time doing it. hottest night."

Rather Luxurious Economy. "Very nice, but it sounds rather ex-

cheaper, on the whole, for you to have graces nowadays.

To keep away from the shops-that the problem for the won income. Oh, fatal temptation! Worse a thousand times than morphine or rum! (begging your pardon for menioning them.)

Shopping is the sole diversion of many women. They wear their prettiest clothes in the shopping district because they have no other occasion to wear them, and they watch the sale an nouncements in the papers with the same eagerness that a gambler watches the stock market quotations. They know the price of everything to a cent and know just how much it can be skimped. They are the people who buy and return and buy over again. It's a great lark to them if it isn't to the ales people

Even the fashionable set out of town at this time of the year cannot resist

> the shops. Shop ping parties ar made up, with lunch at some expensive hotel home in the coo of the after noon. The shop keepers know this weakness perfectly well, and in spite o the town being apparently de serted they fix up their windows even more attractively than

They certainly know how usual, and then to firt. wait, like wary spiders, with their webs spread out be fore them.

Prudence and Sunburn.

The sensible woman goes far enough away so that transportation costs too much for her to run in to town every few days. She invests in stout shoes a long chiffon veil over our hats, and and plenty of short skirts and the sort of shirt waist that can be washed in extract of dynamite by the local laundress and no harm done. Then she lies on the beach and digs her toes in the sand and tries to pretend that she is perfectly happy without French heels, lace petticoats or a man. It is great for the health and great for the purse, but I'm thinking it's bad for the com plexion, for I saw one of these damsels the other day, and positively her skin could hardly be distinguished from the brown hat she wore. At first we thought she was a mulatto. Now, that girl was foolish. It will take her months to get rid of that, and she will

As a matter of fact, anyway, I think the day of the tanned girl has gone by together with the era of short wooll skirts and stout, hobnailed shoes. We pensive. I think it would have been like a complexion and some feminine

picturesque Lake Champlain at the

Beckwith brings to her work, aside

from her thorough understanding of

electrical appliances, is an artistic tal

ent and grace that make her poster

appearance. Even the little card an

ouncements are pretty to look at

nd other advertisements attractive i

Miss Beckwith was born in Mentor,

O., but removed with her family to Nev

York city when she was a child. Sh

MISS BECKWITH.

"took" about equally to writing and

in New York. She herself now dictates

to her stenographer through a phono

She knows all the parts of an elec-

tric motor and once wrote a witty little

book called "Motoritis," in which the

conversation of those who were arrang-

ng it for service and to wonder when



A DAINTY FROCK OF FOULARD.

This charming little frock is of "old green" flowered foulard. The skirt is Paquin tucks at the bottom and gathered in several rows at the waist. A gathered yoke fits closely around a tiny emplecement of tucked lawn and lace and blouses back and front over a girdle of the silk. The sleeves are butterfly in effect, made by a line of shirring running from the elbow almost up to the arm eyes, where they spread out in winged effect. A deep cuff of tucked lawn finishes at the hand in a frill of lace.

big hotel there that looks like a cross A WALKING GOWN between what it really is and an old chateau. It is perched away up on top of a bluff, and you can see way down the succession of gayly flowered terraces until your eye reaches the broad expanse of sparkling blue water and the little steamboat landing, where now and then a gay little yacht will

come to anchor. One of the greatest attractions to me is that we are only three and a half miles out of Plattsburg, and the garrison is stationed there. Nothing enivens the hops like the presence of uniforms, and their wearers certainly know how to flirt and to dance well The only danger lies in a girl believing what they say, and there is little danger of that for the initiated. Indeed, it is just as well not to believe any man, whether he is a soldier or not

Linen Looks Cool.

Before I close I want to speak of the inen costumes. There are several of them here. At the beginning of the eason the frocks and frills gown was all the rage. By that I mean the tiny jacket with its wide belt and a corre spondingly fussy skirt. Now all that s being changed. The latest suit is of white linen cut strictly tailor made with a three-quarter coat, half fitting n the back and loose in the front, and tailor made skirt. To be ultra chic these coats should have a tiny tailor made velvet collar, the shades of velvet being black, scarlet or green, in the or-der of their popularity. These suits are worn with a dainty blouse and a hat trimmed with the color of the colar. Over the hat is worn a long white chiffon veil, brought around, plainly rossed in the back and tied under the White canvas shoes, a pretty white lace petticoat and a white silk parasol complete a charming costume One sees nothing but coats and skirts now. The shirt waist costume seems to have disappeared from the realm of smartly dressed people

If you cannot afford a regular little iress daintily made stick to the coat and skirt model-and wear the coat. Thus says fashion.

Lake Champlain, N. Y.

THE PRETTIEST CHIN. The prettiest chin in the world, not always the strongest, is the "cleft" chin it is found often in sweet tempered mirth loving, easy going women fond thirst quenching does not depend so of approbation and endowed with artis- greatly on the quantity of fluid that is tic tastes. The girl with a cleft chin swallowed as on the length of time durloves to be loved and is here apparently ing which liquid is kept in contact with to be a pet. Men love her, and so do the tissues of the mouth and throat. A women, and her entire existence is small quantity of water used as a bounded by her affections. She isn't al- mouth and throat wash will relieve ways constant, by the way, but she is thirst more than a pint swallowed hasnever vicious.

lightweight cloth. The skirt is mount-ed in side plaits and stitched in graduated lengths from about the knee in

FOR THE AUTUMN.

This chic little walking gown is just

the dress for morning wear in the au-

tumn. It is fashioned from blue gray

front to a foot below the walst in the back. The blouse has an emplecement of guipure forming a collar, tiny vest and sleeve epaulets. A small basque finishes the bottom of the blouse. The sleeves are moderately full and are finished with an odd cuff cut in tabs, under which hangs a dainty lace ruffle.

QUENCHING THIRST.

Every child should be taught that

Carmelita Beckwith.

Editor of an Electrical Magazine

must go down to the dock to see it." It was a characteristic message from | partment. Miss Beckwith. Wherever anything

"Y SHALL not be free till the aft- | Numerous women are writers of adverernoon," telephoned Carmelita tisements in other branches of busines Beckwith. "A ship has just Miss Beckwith is the only one who come in that has some new kind writes electrical machinery advertise-of electrical heating apparatus, and I ments, and not only that, but she is the manager of her company's publicity de-

It is surprising the variety of things new is to be seen in the electrical line, this young lady does. If a great dinner whether in the field of lighting, heating, is to be given and the banquet hall is to power or anything else, there she goes be adorned with electric lights, Miss to inspect it and see if it is worthy of Beckwith arranges the decorations, tamention in the monthly bulletin of ble and other, till the whole room electrical news which she edits. She seems a gleam of gems of many colors. has charge of the advertising depart- Then when all is to her mind she summent of one of the leading electrical mons the two expert photographers light and power companies in 'America, ' who are at her command, and just at



AN ATTRACTIVE LINEN GOWN.

he gown illustrated is of green linen strapped with white. The skirt, made in a queer sectional fashion, is rather complicated for the lay mind to take in exactly, but is formed almost entirely on a seven gored foundation, over which is a deep fitted empiecement. The waist is tucked and strapped and has full sleeves and deep cuffs. A stock of the material finishes the neck.

POINTS WORTH READING ABOUT WOMEN.

good thing for anybody.

drinking of plenty of pure water, is a studying Bible history. She lectures in Women have their places among the Miss Dalsy Stevenson of Rochester is public entertainers and instructors at one of two women butchers in the

oriental costume.

Among the lecturers is the learned and George Sand to be appreciated suffi-

the St. Louis fair. Miss Wilhelmina United States.

Lowe is the harpist in Festival hall. It took a hundred years for the great I found it out. wonderfully eloquent Mme. Lydia von ciently for her fellow countrymen to the Woman's Relief Corps of the Grand ly by dissolving in a little hot water as ladies' challenge shield at the Bath | Miss Annie Peck of Boston has sailed change and finds it very profitable.

the right moment the feast is snapshot- alert and conscientious mind to keep A SUMMER VACATION ted q Misa Beckwith has the strangely track of them all. The element Mis beautiful electric light pictures reproluced in Her magazine the next month. A little time ago a dry dock operated by electrical machinery was completed. Miss Beckwith wanted to print a de-scription of it. She went in person to the dry dock, was admitted to the scene of operations, talked to the construction superintendent and the workmen, witnessed the workings of the machinery, then went to her office and wrote a lear, concise story of the new electrical dry dock. "I wasn't going to sit in the office and

Again, perhaps it will be to interview dison, Tesla or some other brilliant achiever in the electrical field that she roes out. The interview afterward reported for her magazine is always enertaining reading. Miss Beckwith has peculiarly sunny, cheerful style of writing. Her style is like herself. Of he magazine of which she has charge she is editor, leading writer, reporter and boss of the makeup. It is one of the handsomest and most artistic of periodicals, with its illustrations ranging from full page scenes to dainty little pictures set into the margin of the

But this young woman does much more than edit a trade periodical. Every time we enter a street car we amuse ourselves reading the illustrated advertisements. Many of them rise into the realm of real art, they are so taking and pretty. Miss Beckwith designs such street car posters for her company. Every year she designs and publishes scores of cards, leaflets and pamphlets, all of which make mention, directly or indirectly, of the merits of electricity. One of these cards with an artistic red head is labeled. "About Telephoning." It contains suggestions on the best method of using a telephone, among others these:

The manner in which a person uses lephone makes either a good or a bad in a monthly magazine. She also has impression, and is to a great extent an index to his character. Abruptness and discourtesy over the telephone leave a sting. It is folly to lose one's temper because one does not get immediate connection. This is rarely the fault of the telephone operators. telephone operators.

The voice will be heard distinctly if the lips are placed within an inch of the mouthpiece. One should talk naturally, graph. as if the person spoken to were standing

Another card, recommending a certain kind of incandescent lamp, makes in bold type at its head this announce-A Good Reason .- There are six, maybe

a dozen, but one is sufficient Yet another ingenious and artistic they spoke of its brushes why it did not leastet sets forth the merits of elec- have any hair. Then they spoke of appliances, from a waffle iron to elec- instead of hair. tric curling tongs. Still another is de- | Before accepting her present respon-

lamps, and here is one of its gems:

the old so rapidly that it takes a very | places.

erect a monument to her. She was Army of the Republic, is an Ohio wo- much epsom salts as the water will abborn in Paris, July 5, 1804. The beauti- man, from the city of Troy. Although sorb. Paint over the window while hot, The eating of fruit which is neither Finkelstein Mountford. She spent ful monument commemorative of her still in the prime of her usefulness and and when dry you will have a very green nor overripe, together with the many years in Arabia and the orient centenary is in the Luxembourg. The

sculptor is the famous Solari. He (designingly)-What a terrible war. thing it would be if some rascal should An almost invisible cement for mend- signed by Miss Melva Beatrice Wilson marry you for your money! She (discouragingly)-It would be for him-if spirits of wine.

society for the soldiers during the civil

ing glass is made of isinglass boiled in Mrs. Sarah D. Winans, president of any window you can do it very cheap- the past three years she has won the

ON A HOUSE BOAT.

COUR young women belonging in New York city are having a de-They rented the craft already furnish- Americans that we leave this delight- audience. All the time he is anxiously ed, had it towed into the quiet waters ful and independent house boat living of a peaceful, sheltered bay and there almost wholly to persons of the lower, unchored it, to remain during the three more ignorant classes, to such an exconths of July, August and September. The rent of the furnished house boat, ncluding the expense of having it towd by a tug to the peaceful bay, was The craft has two large rooms and a flat roof, with an awning over it. Hammocks swung there make life a ream of comfort, and the distance from the shore insures safety from the

nosquitoes, that pest of the Atlantic Being in a region where fish, crabs and lobsters abound, the house boat dwellers have an abundance of sea food of the freshest kind at small cost. The girls do their own housework. A boy is engaged to bring them fresh water daily from the shore. One of the two rooms the girls use for their cot beds; the other is kitchen and dining room in one. For fuel the ladies burn n their kitchen stove the scented drift wood that lies in heaps along the shore and perhaps repeat meanwhile a famous New England poet's verses on a driftwood fire.

Fruit is cheap, vegetables are cheap and sea food is cheap. The ladies have more than the luxuries of a fashionable seaside hotel, and it all costs only some \$6 a week apiece. The eternal blare nd noise, the army of greedy under ings, the brass bands, the uncomfort able dressing three or four times a day -all this the girls escape. Being only 'we girls," they can each wear a kimono all day if they choose, and noelectricity. Some of her first work as editing a schoolboys' department body will know, nobody will care. When they desire a visit from friends they notify them, such, at least, as have not gone out of the city.

The summer is absolutely restful. The shore view affords them the sight of living green. Across a narrow tongue of land is the open sea. All day long the breakers sound there, but softly, as is fitting in summer. At night they are lulled to sleep by the voice of that surf which makes eternal music for those who love the sea.

Thus for considerably less money old time electric car motor tells the than it would require to live at home story of its life and how its eye bolts, in New York city the ladies will enjoy nose pieces and teeth had to be adjusta three months' summer outing by sea. It is not the "stag" parties that ed. It was supposed to listen to the have all the pleasure in these new wo-

Strange it is that more of the American people do not adopt the plan of trical cooking utensils and household "switches" for it, and these served it summering in a house boat. In Great Britain this is common, especially along the Thames river. In our country are voted to electric fans. All are described sible position Carmelita Beckwith had lakes and rivers without number for with a minuteness of technical knowl- ample preparation for it. She has been those to whom it is not convenient to edge that shows how well the young private secretary to several firms, in live in a seacoast house boat. A boat lady knows her business. One pretty connection with whom she became well can be hired or bought for a small sum card is devoted to the care of electric acquainted with machinery, electrical and a whole family loaded into it. The and otherwise. But it is electricity and boat can be towed from place to place If your larges are dusty or old, you electrical machinery that have always quite inexpensively, and thus change of don't get all the light you pay for. A rub interested her more than anything else. scene can be had. The children and all or two with a barely dampened cloth may be all that is needed; then, if you don't get enough light, you require a new lamp.

But she has a hope and an aspiration the family can have their baths in riverse and the family can have their baths in riverse enough light, you require a new lamp.

She longs for the country, an existence taken on the boat, while wherever a There, too, are the company's printed among the trees and flowers and under landing is made dairy products and circulars to its customers, such as those making rates and contract announcements. These are also prepared by the blue sky. She hopes to own a farm, and of the best quality. Some of the best quality. Some of the best quality. Some of the best quality. this most capable and businesslike girl.

The electrical domain is so broad and League of New York, whose object is new discoveries and inventions replace the beautifying of streets and public Tired women could read, write, sew MARILLA WEAVER. | and rest, likewise do what few have | City of Mexico.

The decorations of the Machinery

building at the St. Louis fair were de-

of New York.

time for in our American civilizationthink.

The house boat idea commends itself | rather than character. The snob misspecially because of two considerations leads no one so much as himself. His healthfulness and cheapness. The affectation of nonchalance is spurious. whole family can learn to swim, there He in the very nature of things is a is opportunity unsurpassed for pursulightful summer on a house boat. ing nature studies. Yet so queer are we tent that in many places the term "house boater" is a name of reproach MARY GOULD LYTLE.

WHAT IS A "SNOB?" According to one authority, a snob wrecked vessel was rescued almost by is one "who vulgarly affects gentility"

The snob invariably apes and cringes patch to his brother: "I am saved to his superiors and is overbearing to Break it gently to my wife."

most self conscious personage, and he merely affects to be unconscious of his awaiting the effect of his efforts to daz-BREAK IT GENTLY.

those whom he considers beneath him.

The snob regards wealth and position

Excitement is often the cause of strange telegrams as well as other queer manifestations. A man who had en among the passengers of a shi a miracle. On reaching a place from or pretends to a superiority he does not | which he could send a telegraphic message he forwarded the following dis-



MISS PAULINE MORTON, DAUGHTER OF THE SECRETARY OF THE NAVY.

Paul Morton, the new secretary of the navy, is a very good looking man, and his daughter and namesake, Miss Pauline, appears to have inherited the comeliness of both her father and her handsome mother. There is at least one place in this country where daughters, if they are young, pretty and unmarried and their parents are wealthy, are of more importance than sons, and that is in the Washington official social circle. Pauline Morton fulfills all the above conditions, and her delay is a conditions, and her delay is a condition. conditions, and her debut in Washington society the coming season will be an event of importance. Pauline Morton's grandfather, J. Sterling Morton, was secretary of agriculture in a Democratic cabinet, that of Mr. Cleveland. Pauline Morton speaks French, which will be very useful to her in the diplomatic circle. The Mortons will entertain on a generous scale. Besides Pauline, they have a married daughter, Mrs. William Chapman Potter, who lives in the

Senora Zoila de Castro, wife of the St. Louis fair with her husband the expense of the expedition is paid in coming autumn. She is a beautiful, part by persons interested in South cultivated woman, with a fad for birds. American exploration,

championship.

swimming matches for women. Lady for South America to make the ascent Constance Mackenzie formerly held the of Mount Sorata, in the Andes, between 21,000 and 25,000 feet high. She also proposes to visit the crater of Sahama president of Venezuela, will visit the the highest volcano in the world.

Miss Yeomans is known all over Call-If you want to shut off the view from woman swimmer of Great Britain. For There are living birds in cages in and fornia as a butterfly extensive part of the past three years she has a great collection.

Miss Yeomans is known all over the past three years she has a great collection.

There are living birds in cages in and fornia as a butterfly extensive part of the past three years she has a great collection. a regular international butterfly ex-